

## ABSTRACT

Means for establishing a bi-directional communication link between at least one customer and a large publicly accessible communications network such as the Internet and providing dual-commerce ordering, reservation and scheduling system. The system comprises one or more browser device; network connection means; network-user identification and verification means; browsing/interface means such as a portal or other Internet site; and, at least one dual-commerce networked-venue. The system's computer and software provides a current databased selection of available merchandise, or services, or activities, or combinations thereof. The online databased selection represented to the customers are available online and from a physical location of at least one networked-venue(s). The system has a user interface and software that provides communication with the networked computer(s) at one or more networked-venue, and for representing customer ordering means pertaining to the current databased selection and for making at least one order from the choices offered online. Online orders of deliverables retrievable at networked-venues, are schedulable and reserveable and downloadable to customers in the form of an itinerary of sequenced customer-events, and such orders are subsequently culminated and reported to the system following: the scheduled arrival of the ordering customer at the physical location of networked-venue(s) and verification of the customer's identification by identification verification apparatus located at the physical location. Record-keeping and record-updating software routines automatically record transaction details pertaining to online order(s), and scheduled/reserved order(s), and update and report the availability of subsequent orderings, schedulings and reservations to the current databased selection according to the order(s) made.